

## Message Text

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PAGE 01 MELBOU 00002 040101Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----040117Z 061445 /71

R 032208Z JAN 77

FM AMCONSUL MELBOURNE

TO AMCONSUL SYDNEY

AMCONSUL BRISBANE

AMCONSUL PERTH

INFO AMEMBASSY CANBERRA

AMCONSUL AUCKLAND

AMEMBASSY TOKYO

USDOC WASHDC

SECSTATE WASHDC 3705

UNCLAS MELBOURNE 0002

USDOC/OIM FOR LOREE SILLOWAY; TOKYO FOR REGIONAL FISHERIES

ATTACHE

E O 11652 N A

TAGS BEXP, AS

SUBJ: COMMERCIAL FISHING CATALOG SHOW

REFS A CANBERRA 9008 B USDOC 21766

1. TO SUPPORT USDOC'S CATALOG SHOW RECRUITMENT EFFORTS, AND AS A USEFUL TOOL FOR FURTHER COMMERCIAL FISHING EQUIPMENT PROMOTION, FOOD PROCESSING AND PACKAGING CAMPAIGN MANAGER PLANS COMMENCE SMALL-SCALE MARKET RESEARCH STUDY OF THIS INDUSTRY. STUDY WILL YIELD SET OF DOCUMENTS WHICH WILL PRESENT BRIEF BUT COMPREHENSIVE PICTURE OF AUSTRALIAN COMMERCIAL FISHING MARKET AND ITS TRENDS.

2. REQUEST ACTION POSTS INTERVIEW COMMERCIAL FISHING OPERATORS, CO-OPS, GOVT AGENCIES DEALING WITH FISHERIES OPERATIONS, ETC AND OBTAIN FOLLOWING INFORMATION: (A) WHAT UNCLASSIFIED

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ARE MAJOR TYPES OF EQUIPMENT CURRENTLY USED WHICH ARE, OR COULD REASONABLY IN FUTURE BE EXPECTED TO BE, IMPORTED FROM THE U.S.?; (B) WHAT ARE THE KEY CHANNELS OF DISTRIBUTION OF THIS EQUIPMENT FROM MANUFACTURER TO END-USER?; (C) WHAT TYPES OF PROCESSING DOES CATCH PRESENTLY GO THROUGH TO ULTIMATE CONSUMER?; (D) WHAT ARE FUTURE PLANS OF FISHERIES INDUSTRY AND NEW EQUIPMENT WHICH WILL BE REQUIRED TO REALIZE THESE

PLANS?

3. CAMPAIGN MANAGER HAS BEEN ABLE TO OBTAIN OTHER INFORMATION REQUIRED TO COMPLETE STUDY FROM GOA DEPT OF PRIMARY INDUSTRY SO ACTION POSTS NEED NOT OBTAIN DATA OTHER THAN THAT SPECIFIED ABOVE. REQUEST ALL POSTS CONFINE SCOPE OF STUDY TO FISHING INDUSTRY WITHIN THEIR INDIVIDUAL CONSULAR DISTRICTS AND POUCH FINDINGS TO CAMPAIGN MANAGER. WOULD APPRECIATE RESULTS, EVEN IN ROUGH FORM, BY FOURTH WEEK JANUARY; FINAL RESULTS OF STUDY WILL BE AVAILABLE FOR POUCHING TO USDOC SHORTLY THEREAFTER.

4. FOR USDOC: CAMPAIGN MANAGER PLANS TRAVEL TO VICTORIA COAST AND ADELAIDE DURING FIRST TWO WEEKS JANUARY TO DISCUSS CATALOG SHOW WITH KEY FISHING CO-OPS AND PREPARE BUDGET ESTIMATES FOR ADELAIDE PLUS VICTORIA COAST PORTION OF SHOW. BUDGET ESTIMATES WILL BE FORWARDED ASAP.

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## Message Attributes

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**Review Markings:**  
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